Pocahontas County Convention & Visitors Bureau
Event & Festival Sponsorship Request Application

Recipients of Pocahontas County CVB sponsorship funding must agree to all terms outlined in the written agreement. A copy of the detailed Pocahontas County CVB Event Sponsorship policy can be found at PocahontasCountyWV.com/Partners

SECTION I: APPLICANT INFORMATION

Business/Organization: _____

Contact Person: _____

Phone Number: _____ Email: _____

Address: _____

SECTION II: EVENT/SPONSORSHIP INFORMATION

Event Name: _____

Event Date(s): _____

Please provide a detailed description of the event:

How will this event benefit tourism and how is it expected to contribute to overnight lodging within the county?

Please describe the branding and marketing value this sponsorship holds for the PCCVB:

Total Estimated Attendance: _____

Total Estimated Visitor Attendance: _____
(those attending who have traveled 50+ miles)

SECTION III: BUDGET INFORMATION

Total Event Budget: $_____

Amount of Sponsorship Funds Requested: $_____

Have you, or do you plan to, ask for funds from outside organizations for this event?

Yes _____ No _____
If yes, please fill in the following information:

Organization(s) Awarding Funds:

Usage Description for Funding Awarded from Outside Organization(s):

Amount Received or Requested from Organization(s):

Have you requested sponsorship or grant funds from the PCCVB before?

Yes _____ No _____

If yes, please list the year and funding amount granted: $_____

Please provide a detailed breakdown of how requested PCCVB sponsorship funds will be spent to support the overall festival/event.
(Note: PCCVB Event & Festival Sponsorship funding should be used to support the overall event/festival experience. Funding can be used for event related expenses that enhance the visitor experience, improve event infrastructure, amenities and programming.)

Event Programming:

☐ Workshops, demonstrations, educational sessions

Amount: $_____

☐ Guided or experiential programming

Amount: $_____

Visitor Experience Enhancements:

☐ Accessibility enhancements

Amount: $_____

☐ Wayfinding, signage and/or visitor information that makes event easier to navigate

Amount: $_____

☐ Swag/giveaway items (not intended for resale)

Amount: $_____

Event Amenities:

☐ Seating/tables

Amount: $_____

☐ Tents

Amount: $_____

☐ Other temporary amenities that would improve overall event experience

Amount: $_____

Please list temporary amenities below:

Entertainment:

☐ Staging

Amount: $_____

☐ Equipment

Amount: $_____

☐ Cultural programming or specialty performances

Amount: $_____

☐ Music or live entertainment

Amount: $_____

Other:
Please list any other anticipated event enhancements and include estimated spending below.

SECTION IV: INSURANCE INFORMATION

Do you have liability insurance coverage for this event?

Yes _____ No _____

Name of Insurance Agent: _____

Name of Insurance Company: _____

Phone Number: _____

Please provide a copy of insurance certificate with this application.

SECTION V: AGREEMENT

- Applications are reviewed by the PCCVB Grant Committee and Board of Directors on a quarterly basis in April, July, October and January. Completed applications must be submitted by March 25, June 25, September 25, or December 25 to be considered during the applicable quarterly review cycle.
- First-time applicants must attend a scheduled PCCVB Grant Committee meeting, coordinated with PCCVB staff, to formally present their sponsorship request and answer questions regarding the event or festival.
- Form cans be emailed to Chelsea Faulknier, cfaulknier@pocahontascountywv.com, dropped off at the PCCVB located at 301 8th Street Marlinton, WV, or mailed to PO Box 275, Marlinton, WV 24954.
- The PCCVB Board of Directors reserve the right to reject any and all sponsorship funding requests.
- The recipient must provide the PCCVB with the results of the Event Sponsorship by completing the Sponsorship Summary Report, which can be found online at PocahontasCountyWV.com/Partners, within 60 days of the conclusion of the event. A final breakdown of how sponsorship funds were expended must be disclosed in the Sponsorship Summary Report.
- Any funds distributed to the sponsorship recipient in advance that were unused or misused must be prepaid to the PCCVB within 60 days of the conclusion of the event. Any sponsorship funds that have not been spent during the event or as outlined in the above agreement that the applicant has plans for future use (outside of the duration of event), must be preapproved by the PCCVB Board of Directors. The PCCVB reserves the right to pursue all available avenues pursuant of West Virginia state laws to recover these funds.
- The undersigned agrees to these state conditions and the written Pocahontas County CVB Event Sponsorship policies and will return the summary report within 60 days of the conclusion of the event.

Applicant Signature: _____

Date: _____

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